

Name \_\_\_\_\_ Period \_\_\_\_\_

## Chapter 13.2 - Determining Needs In Sales

### Why determining needs is important:

.Customer \_\_\_\_\_ to buying motives.

.When customer needs are met, the salesperson experiences a feeling of  
\_\_\_\_\_

### When to Determine Needs:

\_\_\_\_\_, usually right after the approach

### How to Determine Needs

**Observing** \_\_\_\_\_ (body language such as  
\_\_\_\_\_, hand motions and eye movement)

**Listening** \_\_\_\_\_

**Questioning** \_\_\_\_\_

-Begin with general questions \_\_\_\_\_

-Then ask \_\_\_\_\_ questions

### **Guidelines for Questioning**

Do ask \_\_\_\_\_ questions that encourage talking

Do ask \_\_\_\_\_ questions to make sure you  
\_\_\_\_\_ needs

Don't ask \_\_\_\_\_ questions in a row -- customer may feel  
\_\_\_\_\_

Don't ask questions that might \_\_\_\_\_ or put the customer on the  
\_\_\_\_\_